

## **Social Marketing Summary Report by Region - Federal Fiscal Year 2005**

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The following information describes social marketing activities conducted in the State of California by the *California Nutrition Network (Network)* for federal fiscal year 2005 (FFY 05). The *Network* is administered by the Cancer Prevention and Nutrition Section (CPNS) within the California Department of Health Services (DHS) and funded through the United States Department of Agriculture (USDA). The primary purpose of *the Network's* social marketing activities is to provide nutrition education to the food stamp eligible population within the State of California. The *Network* uses age and ethnically targeted campaigns that utilize mixed media, i.e. television, print; radio, etc., public relations, and one-on-one nutrition education classes to provide wide-scale nutrition education information to the state's extremely diverse, in-need population.

The social marketing campaigns and activities are implemented, carried out and reported at the local, regional and state levels throughout California. Local Incentive Awardees (LIAs) include schools, churches, universities, county Departments of Health, YMCAs, and a variety of other institutions and organizations. Special projects, such as Food Security, Food Stamp Outreach and Faith-based also, participate in *Network* nutrition education. The newly established *Regional Nutrition Networks (RNN)* has divided California into 11 state-designated geographical regions from which the *5 a Day* campaigns are administered. The LIAs and special projects as well as RNNs report their activities twice a year, based on the federal fiscal year. The data reported is collected using specifically tailored, Semi-Annual Activity Reports (SAAR) for both the local and regional levels; Special projects complete the LIA SAAR. Activities are recorded and reported by the following social marketing activities: Advertising; Public Relations; Media Advocacy; Personal Sales (Classes); Sales Promotion (Education in retail outlets); Partnership; and Policy Change. Many of these activities are measured in "consumer impressions," which represent the estimated reach of each social marketing activity to the various targeted audiences. They do not represent unique individuals. Additionally, some state-level media and public relations data are provided by the Communications unit of CPNS to capture all the *Network* social marketing activities for a given fiscal year.

The proceeding tables, report on social marketing activities carried out by the *Nutrition Network* for FFY 05. The report is comprised of SAAR data reported by LIA contracts by region; RNN data by region; and the LIA and RNN state year total report. Behavioral Risk Factor Surveillance Survey data for all regions and the state is reported in the second half of this report.